



Top 5 Action Steps for Our Board

Ensuring the Organization for the Long Term

Board Leadership & Development Top Five Action Steps for Our Board Organization Name:					
ACTION STEP 1					
Point Person:					
Strategic Step:					
Deadline:					
Completed Date:	Coach's Help? Yes No				
ACTION STEP 2					
Point Person:					
Strategic Step:					
Deadline:					
Completed Date:	Coach's Help? Yes No				





Setting the Stage:

Four Characteristics of a High Performing Board

The Well-Run Board Meeting











A High Performing Board...

Agrees on the governance model and philosophy (Effective **Governance** Practices)

Defines and maintains a healthy, mission-centered board culture (Healthy/Faithful Board **Culture**)

Commits to deep understanding of the organization and its context/marketplace (**Sustainable** Organizational Framework/Business Model)

Holds the long view in mind (Dynamic **Strategic Plan**)



Seven Keys for an Effective Board Meeting

- 1 Preparation
- 2 > Agenda, agenda, agenda
- 3 Establish focus at the start
- 4 > Stick to the plan
- 5 Documentation
- 6 Executive sessions
- 7 > Evaluation







Governance 101:

The Primary Work of the Board on Behalf of the Organization



Ten Primary Responsibilities of the Board

Determine the mission and ensure it remains the focus of the organization's operations

Select the executive director

Support and evaluate the executive director

Ensure effective planning

Monitor and strengthen curricula and programs

Ensure adequate financial resources, including defining the board's role in fundraising

Protect assets and provide financial oversight

Build a healthy and faithful board, incorporating cultural competency

Ensure legal and ethical integrity

Enhance the organization's public standing







The Primary Roles of Board Members







The 3 Hats of Board Work



FAITH-BASED PROGRAM

GOVERNANCE

The 3 Hats of Board Work

Check one box per row.

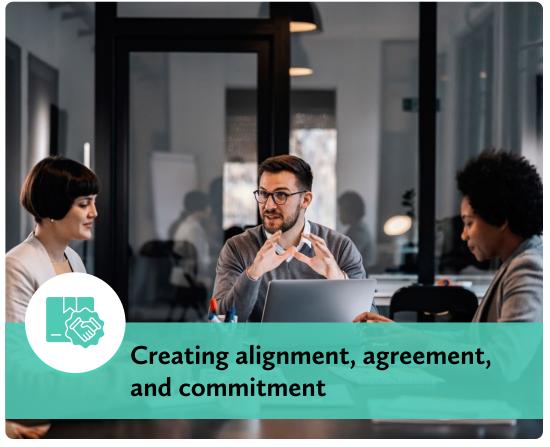
1	BOARD MEMBER HATS:	GOVERNANCE HAT	VOLUNTEER HAT	PARTICIPANT HAT
1.	"It's important that we have several board members present when our Rescue Mission graduates receive their diplomas next week."			
2.	"All in favor say 'aye."			
3.	"As you know, every board member and spouse must host a table at our annual fundraising dinner—and invite eight guests."			
4-	"The staff needs some accounting help to close the year-end books."			
5.	"The Audit & Finance Committee will meet with the auditor on July 15."			





Shared Commitments of Board Members









Annual Affirmation Statement (sample)







Board Policies



The board focuses on three types of policies:

Opportunity policies provide thoughtful parameters on how opportunity will be pursued. For example, a policy may require 100% funding prior to starting a new initiative.

Safeguard policies are written to keep the organization from misunderstanding and harm. *Conflicts of Interest* and *Dispute Resolution* are two common examples.

Relationship policies describe the connection between the board, Executive Director, staff, volunteers, and constituency. Succession plans are a good example of how people will be cared for in crisis or planned transitions.







The Taxi



Boards provide direction regarding destination.





You are not driving.





The Corral



Board policies as safeguards





Example: Executive Limitations







Governance



The board is a spiritual community called by God to steward/govern a piece of His Kingdom work here on Earth.





Governance



One Board-One Voice





Governance



Assessment

- Understand where you are now.
- Consider where you want to be 12 months from now.



- 1. The board operates under a set of policies, procedures, and guidelines with which all members are familiar.
- 2. The executive committee reports to the board on all actions.
- 3. There are standing committees of the board that meet regularly and report to the board.
- 4. Board meetings are well-attended with near full turnout.
- 5. Each board member has at least one committee assignment.
- 6. Nomination and appointment of board members follow clearly established procedures using known criteria.
- 7. Newly elected board members receive orientation for their role.

NEVER	SO	METIME	S A	LWAYS
1	2	3	4	5

Link to assessment









Board Culture 101:

Creating and Sustaining Healthy Boards



Secular Definition



Unwritten rules, assumptions, values, and social expectations that dictate how board members behave together



How things get done, rather than what gets done



Like background noise, organizational culture often goes unnoticed until a crisis or leadership transition occurs





Ministry Definition

The board is a spiritual community called by God to steward a piece of His Kingdom work here on earth







1

Spiritual

"Let us consider how we may spur one another on toward love and good deeds... encouraging one another..."

(Heb. 10:24-25)

- > Create a prayer list of requests from senior staff and trustees in advance
- > Set aside 30-60 minutes of agenda time to pray for the ministry
- > Ask someone to pray after each major discussion
- Schedule a devotional (or study Scripture)
- Fast together







2

Community

"Encourage one another and build each other up..."

(1 Thess. 5:11)

- Give new trustees a "board buddy"
- > Invite trustees to share "life stories"
- > Do mission together
- > Add an annual retreat
- > Include spouses whenever possible
- > Honor long-serving staff and trustees







3

Called by God

"You did not choose me, but I chose you and appointed you that you should go and bear fruit"

(John 15:16)

- > God has selected you to be a trustee of His mission
- > Not merely human choice
- > Not accidental







Qualities of Spiritual Communities Called by God

4

Transparent

"If we walk in the light, as he is in the light, we have fellowship with one another"

(1 John 2:7)

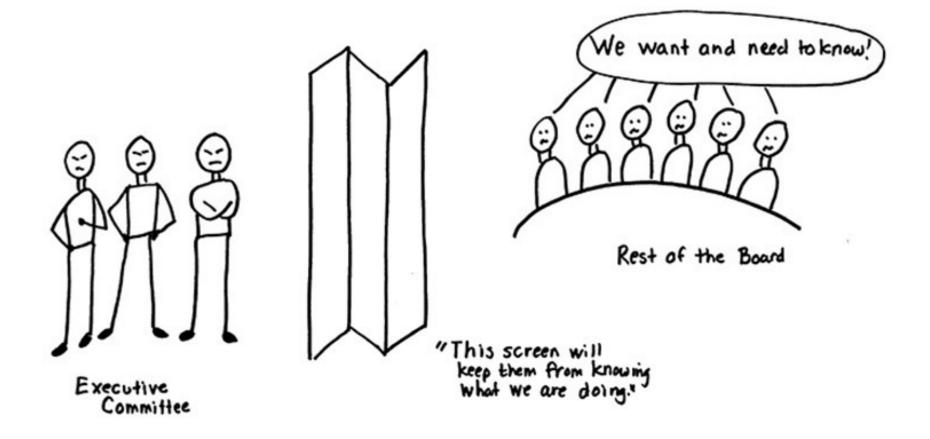
- Clarify decision-making authority of officers and committee chairs
- > Be clear about what needs to be confidential and why
- > Ensure that dissenters can share freely







Transparent as to how decisions are really made









Not dominated by a few









Not Christian Nice







5

Heterogeneous

"Just as a body, though one, has many parts, but all its many parts form one body, so it is with Christ... whether Jews or Gentiles, slave or free...

The eye cannot say to the hand, "I don't need you!"... On the contrary, those parts of the body that seem to be weaker are indispensable..." (*Romans* 12)







Reflect Kingdom of God Diversity

- Ethnicity
- Gender
- Age
- Learning styles
- Expertise
- Politics







Avoid Group Think



When all think alike, then no one is thinking -Walter Lippman-



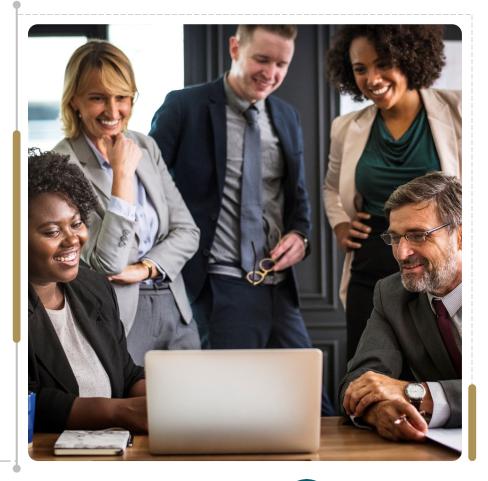


6

Celebratory

"The Lord has done great things for us. We are glad."
(Ps. 126:3)

- > Thank God for missional fruitfulness
- > Honor those to whom honor is due
- > Be joyful together







Questions for Discussion



First, individually evaluate your board as a "spiritual community called by God" (see assessment worksheet on next page).

Second, discuss your individual responses as a team. What action steps should your board take to become a more robust spiritual community?

Culture Assessment #1









Top 5 Action Steps for Our Board

Ensuring the Organization for the Long Term

Board Leadership & Development Top Five Action Steps for Our Board Organization Name:					
ACTION STEP 1					
Point Person:					
Strategic Step:					
Deadline:					
Completed Date:	Coach's Help? Yes No				
ACTION STEP 2					
Point Person:					
Strategic Step:					
Deadline:					
Completed Date:	Coach's Help? Yes No				

Link to assessment



See you tomorrow!

The room opens at

8:45am PST

The first session starts at

9:00am PST









Sustainability 101:

Building an Organizational Framework





Our primary task is to unleash the creative forces in man. Let us

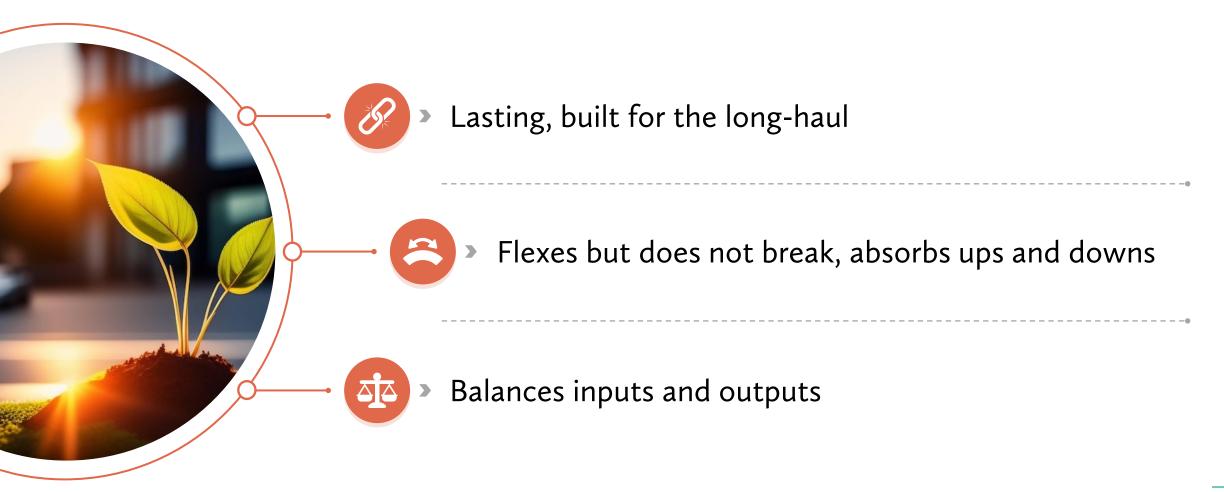
whole population.

accept the challenge

and try to elevate the

Jack Murdock

What Do We Mean by "Sustainable"?







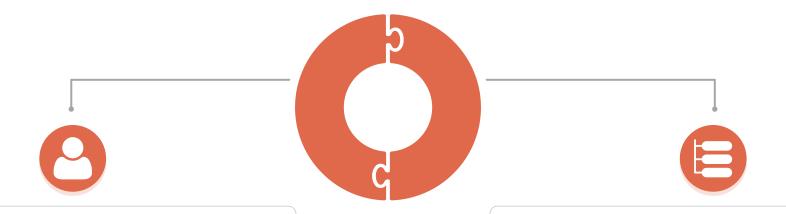
Why is Sustainability Important?







Organizational Framework



Understand your organizational framework (e.g., organization & history—the work they do and how that work is supported)

Identify the elements of your organization's framework





5-Minute Self-Assessment



Complete the self-assessment.

Identify the elements of your organization's framework. Think in terms of ingredients in a recipe.

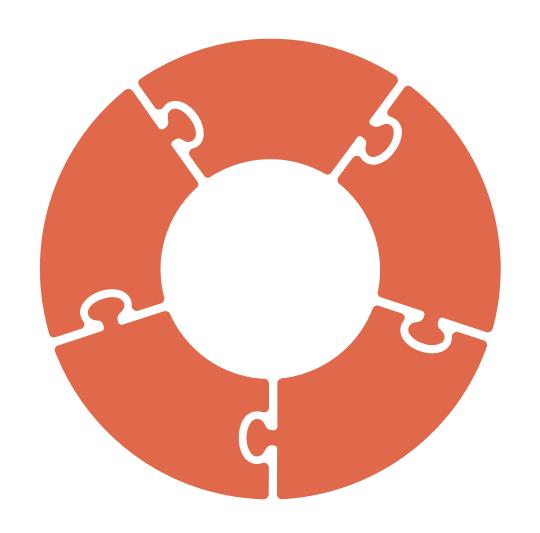




Link to assessment



Framework for Board Success: A Structure

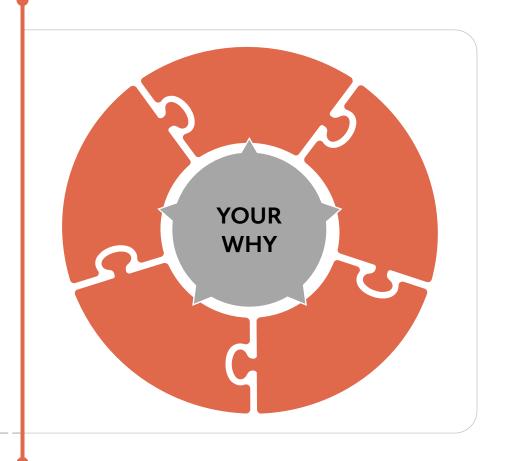






Everything Starts with "Why"

- Why did you come into existence? What need did you see?
- What gets you up in the morning?
- What keeps you up at night?
- Understanding your "why" leads to a promise







What is Your Promise?

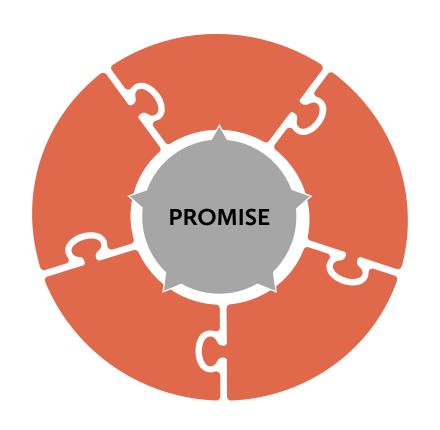
- Why was your organization founded?
- What need did it set out to meet?
- What is your promise?







Your "Promise" is the Core, Touching All Elements of the Framework

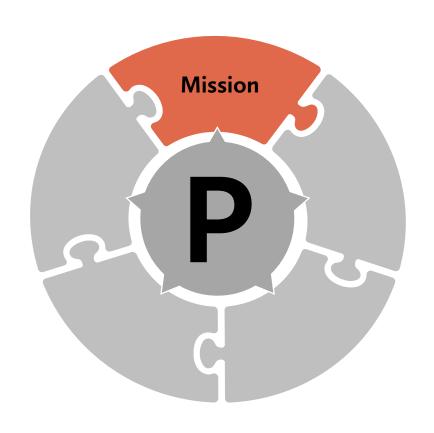






First Core Element: Mission

- Defines what we do
- The board is responsible to steward (hold in trust) the mission
- Missions must live and breathe—they need to stay relevant

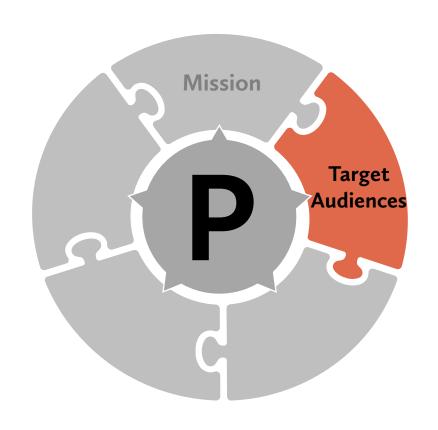






Second Core Element: Target Audiences

- You have multiple audiences—your primary audience is the beneficiary of your services
- What does each audience want/need?
- The board needs to ensure a strategy exists for each audience







Third Core Element: Programs

- This is where your mission comes to life
- Do we deliver this service/program better than everyone else?
- Are our programs relevant/ productive? Do they produce desired results?







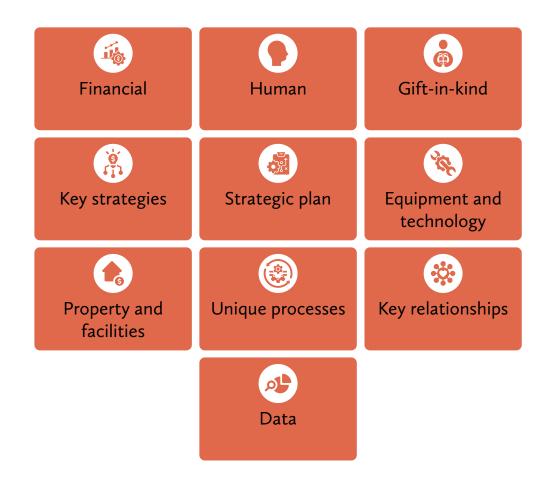
Fourth Core Element: Resources



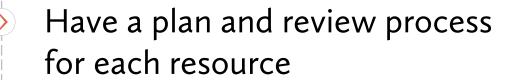




Fourth Core Element: Resources











Fifth Core Element: Future Direction

- "Future" is the key word (70/30)
- Proactive versus reactive
- Disruption will drive this if nothing else
- How will you deliver your mission three years from now?

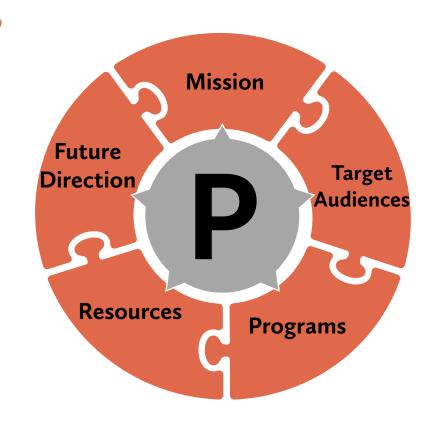






A Complete Framework for an Organization

- Your promise is at the center of everything
- Balances inputs/outputs
- Top leaders need to understand your framework

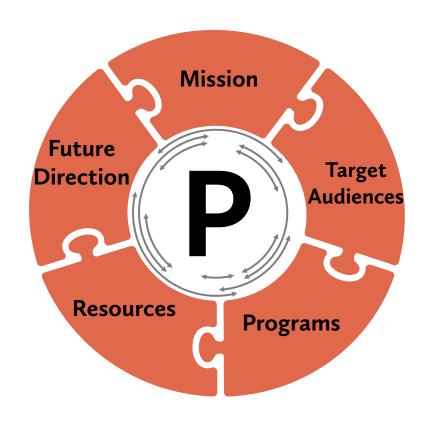






Adding the POWER

- The power is the interconnectivity of the elements
- Embrace this and avoid silo thinking
- Promote efficient behavior









Three Most Important Concepts with the Organizational Framework

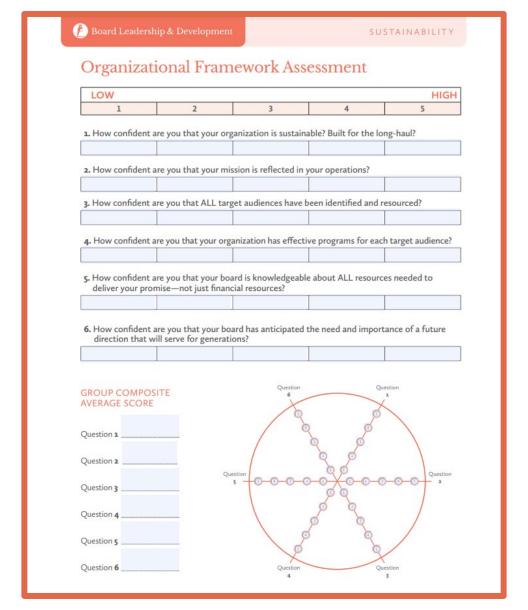
Leadership must have a working understanding of the entire framework

Interconnectivity is key to driving efficiency and optimizing resources

Have a plan and review process for each element of the framework



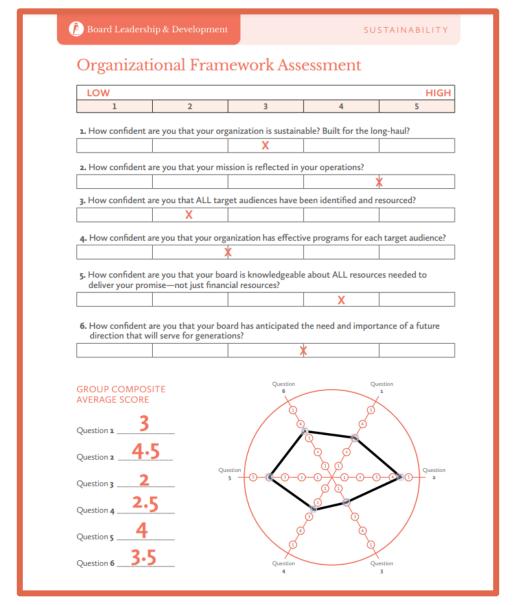
Organizational Framework Assessment







Organizational Framework Assessment (sample)









Strategic Planning 101:

The Board's Role in Strategic Planning





Strategic Planning



Why have a plan?





Strategic Planning



A Spirit-led process of faith in which we seek God's will for the future of the ministry, and articulate it in a way that enables us to pursue it with organizational passion (unity of vision) and excellence (demanding our best)



Strategic Planning



Strategic planning is a continual process that is used to set priorities, focus resources, and establish agreement on intended results. It shapes what an organization does with a focus on the future.

Note: **Strategy** is different from **planning**. The strategy describes **HOW** goals will be met using available resources.



Board's Role in Strategic Planning

Board as Staff	Board as Managers	Board as Directors	Board as Governors	Board as Advisors
Legal responsibility resides	Legal responsibility resides	Legal responsibility resides	Legal responsibility resides	Legal responsibility resides
with the board	with the board	with the board	with the board	with the board
 Reasons for organization	 Reasons for organization	 Reasons for organization	 Reasons for organization	 Reasons for organization
to exist are determined by	to exist are determined by	to exist are determined by	to exist are determined by	to exist are determined by
the board	the board	the board	the board	the Executive Director
 Organizational long-	 Organizational long-	 Organizational long-	 Organizational long-	 Organizational long-
term goals are set by the	term goals are set by the	term goals are set by the	term goals are set by the	term goals are set by the
board	board	board	Executive Director	Executive Director
 Strategies to achieve	 Strategies to achieve	 Strategies to achieve	 Strategies to achieve	 Strategies to achieve
organizational long-	organizational long-	organizational long-	organizational long-	organizational long-
term goals are developed	term goals are developed	term goals are developed	term goals are developed	term goals are developed
by the board	by the board	by the Executive Director	by the Executive Director	by the Executive Director
 Day-to-day operational	 Day-to-day operational	 Day-to-day operational	 Day-to-day operational	 Day-to-day operational
authority rests with the	authority rests with the	authority rests with the	authority rests with the	authority rests with the
board	Executive Director	Executive Director	Executive Director	Executive Director
The board spends most of its time DOING the work of the organization	The board spends most of its time SUPERVISING the work of the organization	The board spends most of its time DIRECTING the work of the organization	The board spends most of its time GOVERNING the organization	The board spends most of its time AFFIRMING the work of the organization
Primary board output is LABOR	Primary board output is COORDINATION	Primary board output is DIRECTION	Primary board output is COUNSEL	Primary board output is ENDORSEMENT

- Board responsibilities
- ExecutiveDirectorresponsibilities

These vary based upon which type of board you have. Adapted from R. Terrence Jackson (C) 2004







Board's Role in Strategic Planning

Where you land on the previous chart helps describe your role in the

strategic planning process.



Why Plans Fail, Falter, Succeed, Never Get Started

- Fail: No loyalty, no updates, no accountability
- Falter: Loss of focus due to the tyranny of the urgent,board neglect, rigidity
- > Falter: Strategy is confused with operations
- > Falter: Poor framing of strategic issues
- Succeed: Loyalty, accountability, agility, enculturation
- Never get started/finished: Desire for the perfect plan, low priority, the illusion of time commitment

I have always found that plans are useless, but planning is indispensable.

Dwight D. Eisenhower





Outcomes of a Good Strategic Plan



Works well for most boards and executive directors



Functions well in simple/complex situations



Collaborative



Drives strategic thinking into the culture



Focused and communicates well





Elements of the Work











Strategic Planning 101:

Strategy Formation



Why Is Strategy Important?



An organization's power arises from bringing its resources to bear on a point.



Deciding why and where to operate is different than operating.



Strategy overtly decides the best answers to "why and where."





What Strategy Looks Like



Guides resources allocation and shapes organizational practices.



Chooses a point of focus



Aligns organization around that point of focus



Great strategy uses today's resources to achieve greater success tomorrow through the organization's position, programs, practices, and resources.







What Strategy Is



Strategy advisor Roger Martin says it well...

> "Strategy is the act of making an integrated set of choices which positions the organization to win."



Choices that fit together to achieve a defined vision



Strategy reveals the path to success





What Strategy Is Not



Strategy is not planning, but they are dependent upon one another.

"Planning is the act of laying out projects (steps)
with timelines, deliverables, budgets and
responsibilities..." - Roger Martin

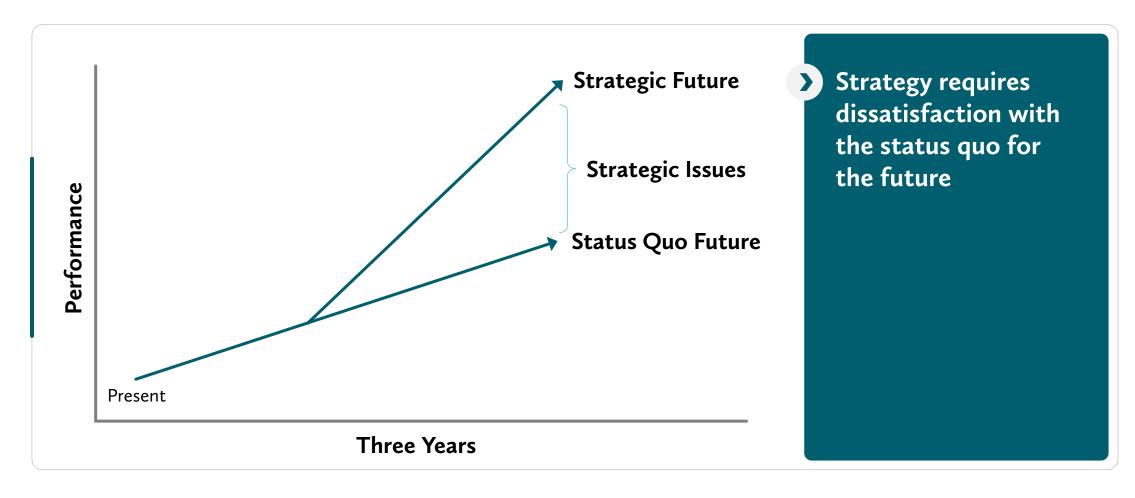


Strategy is not tactics. Strategy is largescope, long-term and stable. Tactics are fluid and shorter-term.

> You adjust tactics in pursuit of your strategy.



Strategy Formation









Context for Strategy

An organization is itself "a thing"

The organization operates within an environment

That environment is dynamic





4 Parts of Strategy Formation

Affirmation of purpose

Narrative describing environment and its changing nature

Statement of organization's position

A real description of the organization at the end of the planning time horizon





Results of Strategy Formation

Answers the big questions

Guides resource allocation

Provides direction that can be implemented organization-wide

Develops outcomes for which management is responsible





Strategy Formation Exercise

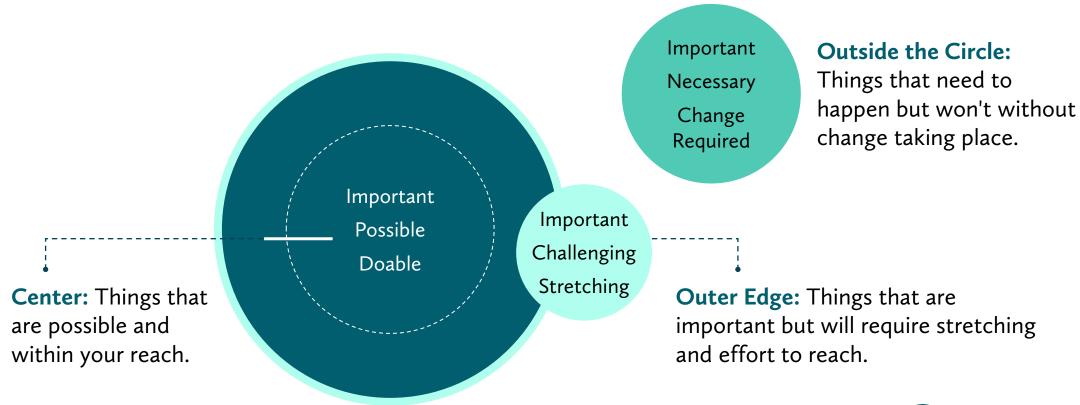
As you see the world today:

- What is most possible?
- What is less possible?
- What is impossible (but needs to happen)?

Strategic thinking will consider how to make the impossible come to be a reality.

Circle of Possibility

Things to Consider: Think about the next 3 years.







Strategic Planning 101:

Planning



Components of the Planning Process









Strategic Planning Assessment

Take assessment individually.

Discuss the three lowest scores.

Identify next steps for improvement/work with coaches.





Strategic Planning Assessment





Undertaking a Strategic Planning Process



FAITH-BASED PROGRAM

STRATEGIC PLANNING

Undertaking a Strategic Planning Process

☐ Board's Role and Staff's Role

Mission, Vision, Values	BOARD	STAFF	JOINT
Our Customers & What They Value	BOARD	STAFF	JOINT
Environmental Scan	BOARD	STAFF	JOINT
S.W.O.T. Analysis	BOARD	STAFF	JOINT
Trends	BOARD	STAFF	JOINT
Agreed Upon Assumptions	BOARD	STAFF	JOINT
Spiritual Discernment Process	BOARD	STAFF	JOINT
Three-Year Visionary Priorities	BOARD	STAFF	JOINT
Top Five Goals	BOARD	STAFF	JOINT
Board & Senior Team Dashboard	BOARD	STAFF	JOINT
Updating Process	BOARD	STAFF	JOINT
Executive Summary	BOARD	STAFF	JOINT
The Rolling Three-Year Strategic Plan Placemat	BOARD	STAFF	JOINT

□ Sample Meeting Schedule for Planning

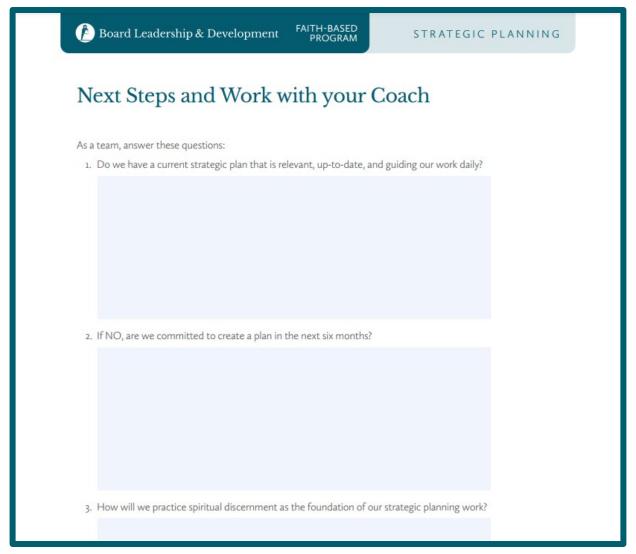
Meeting #1

- 1. Affirm Mission, Core Values
- Conduct SWOTs Assessment
- 3. Environmental Scan
- 4. Trends and Assumptions





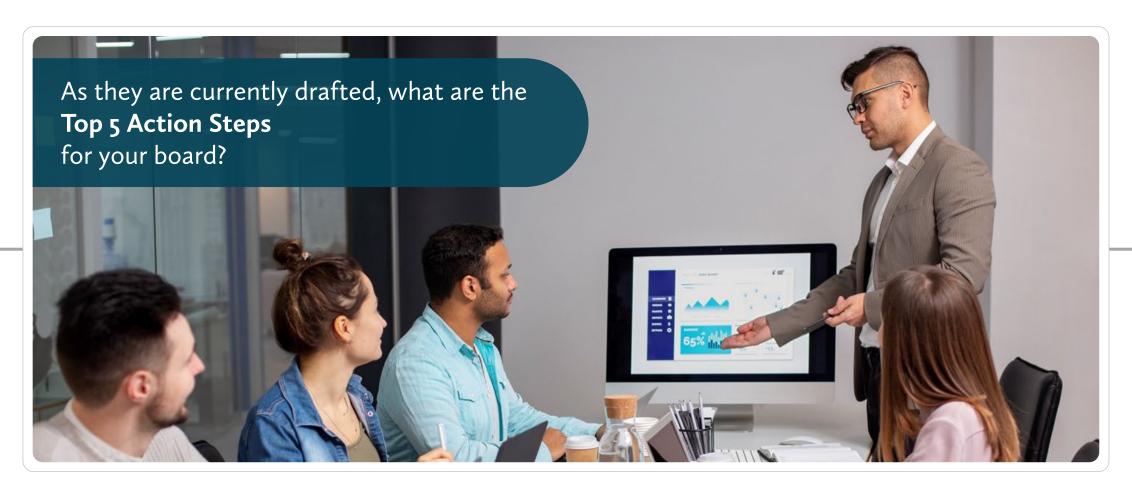
Strategic Planning: Next Steps & Work with Coach







Stand and Declare







Thank you!



See you March 12 & 13 for Session 2!



Questions?

- > Visit <u>murdocktrust.org/boardleadership</u> for more info
- Contact us at <u>boardleadership@murdocktrust.org</u>



